

Издательство журналов открытого доступа

Ирина Кучма,

Менеджер программы Открытый доступ, eIFL.net

Презентация на семинаре «Научное знание в цифровую эпоху:
открытый доступ и открытые электронные архивы»

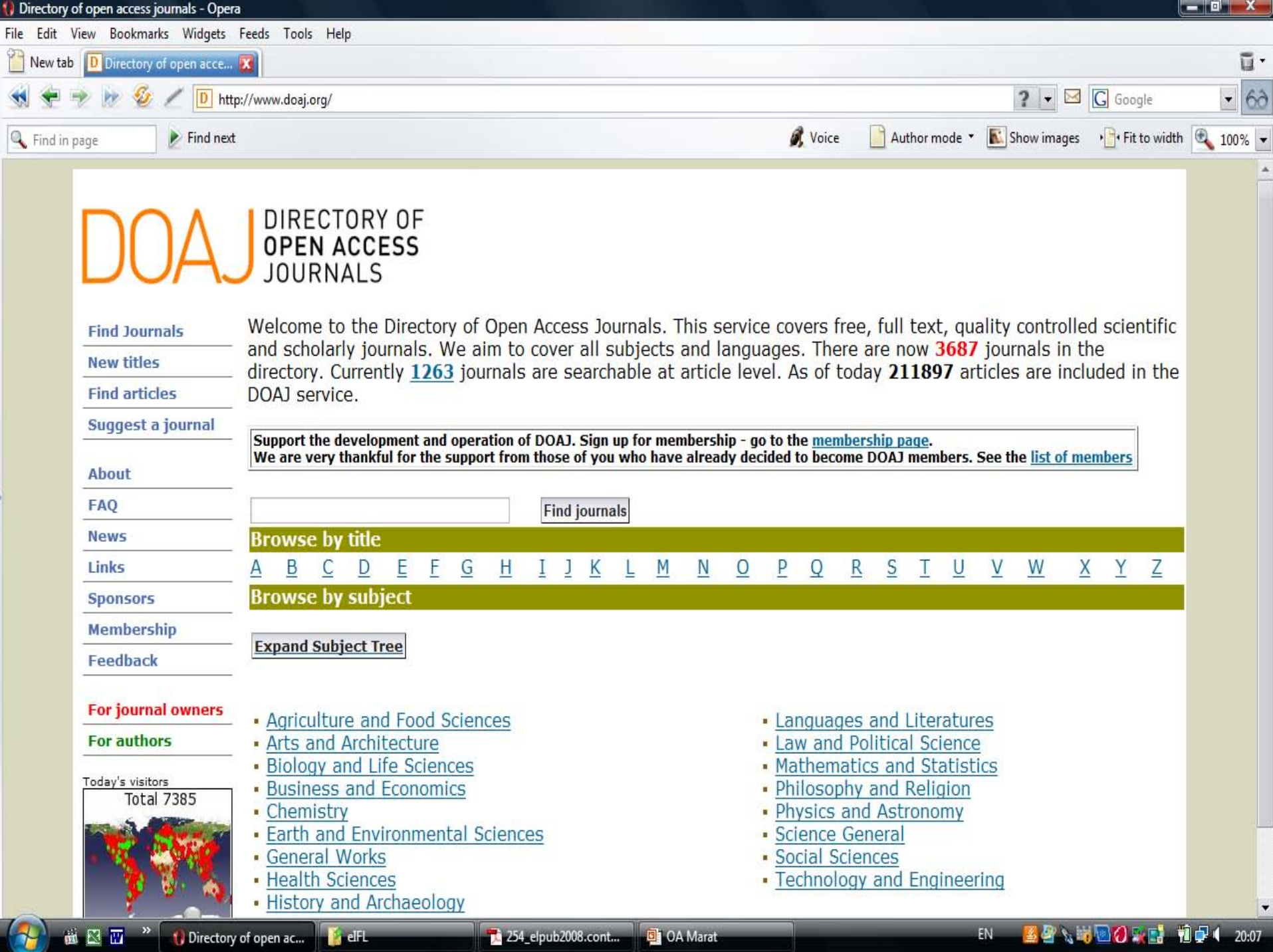
3 декабря 2008, Уральский государственный университет

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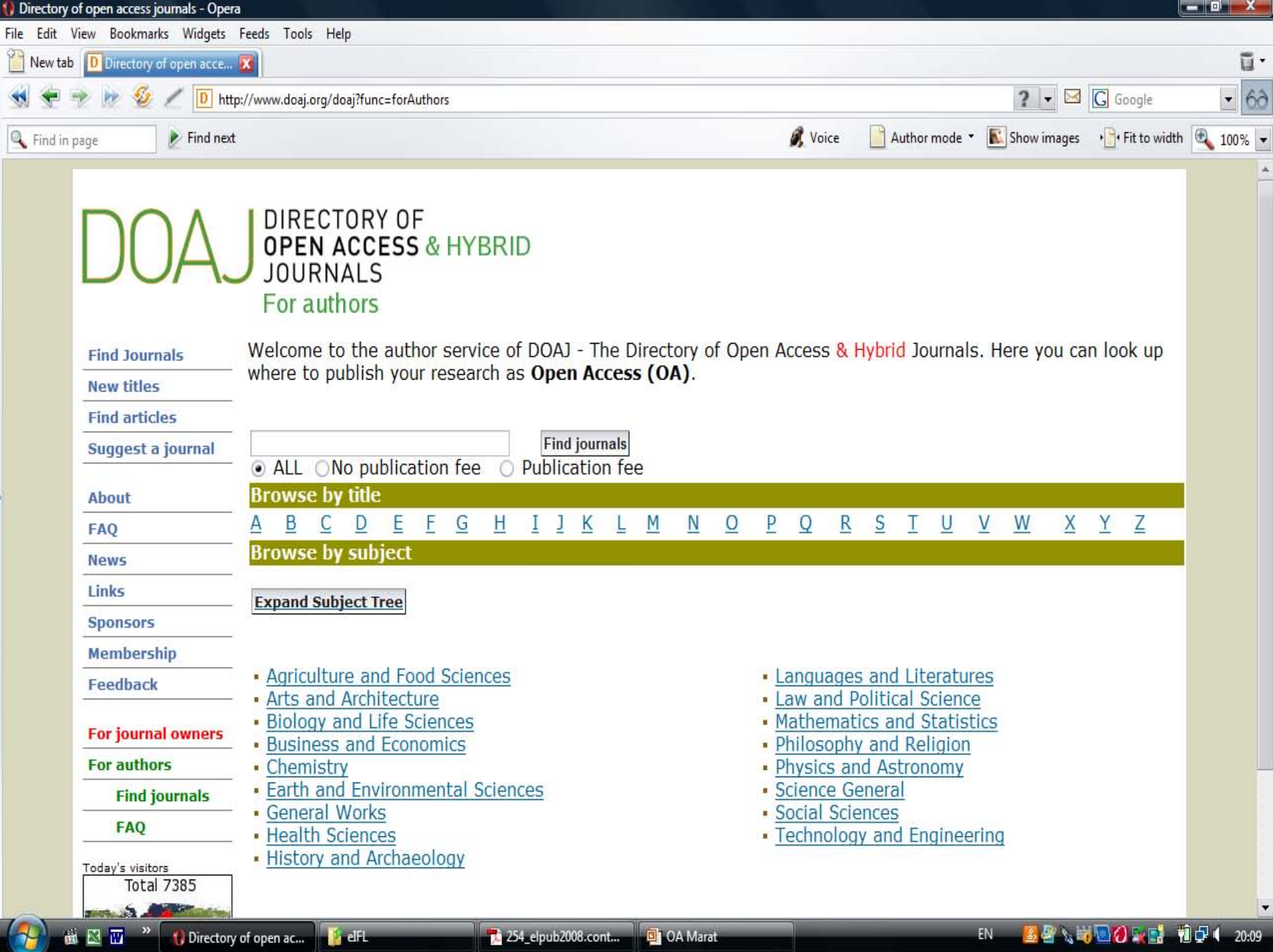
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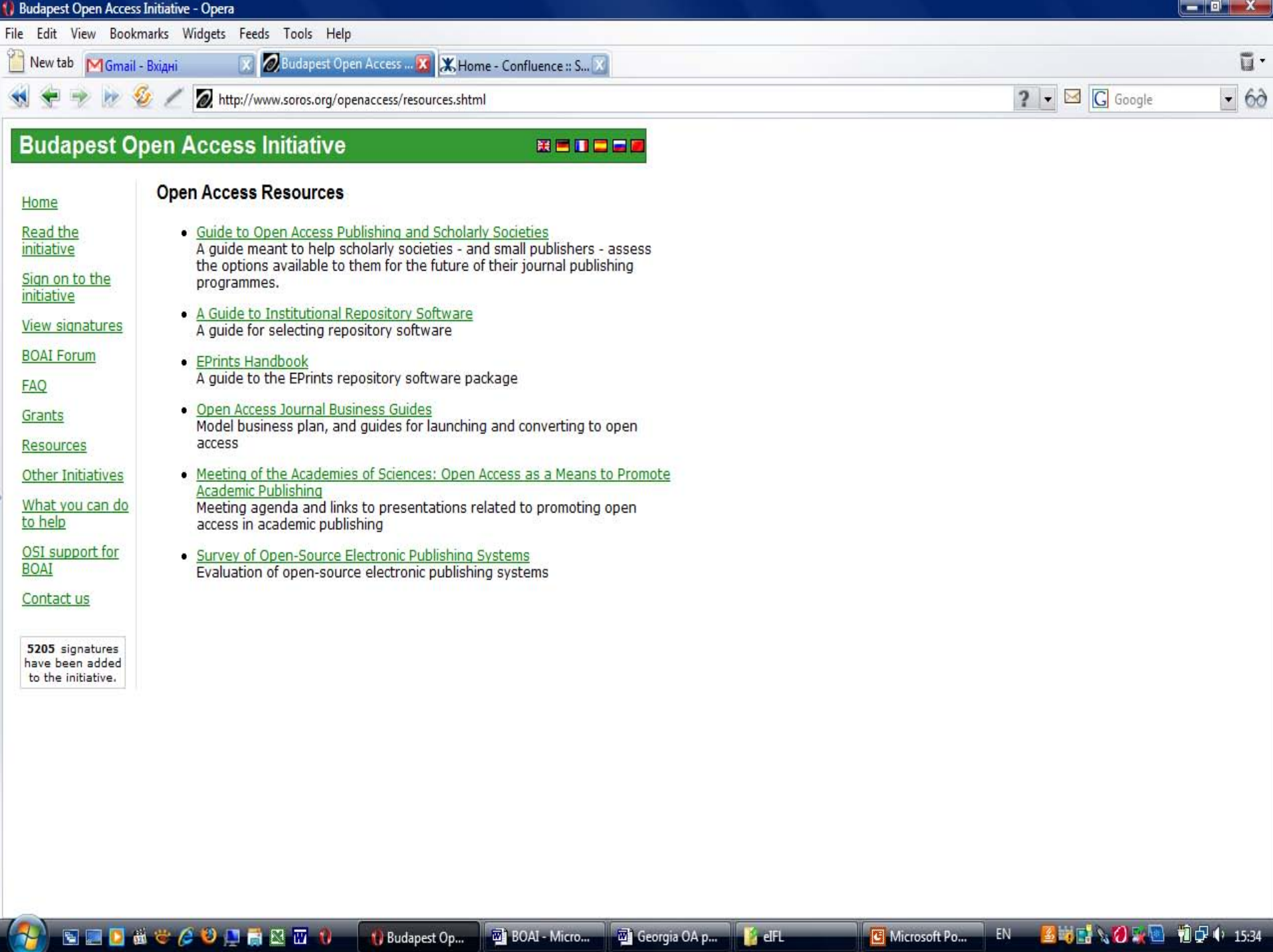
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- [Guide to Open Access Publishing and Scholarly Societies](#)
A guide meant to help scholarly societies - and small publishers - assess the options available to them for the future of their journal publishing programmes.
- [A Guide to Institutional Repository Software](#)
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- [Open Access Journal Business Guides](#)
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- [Meeting of the Academies of Sciences: Open Access as a Means to Promote Academic Publishing](#)
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Added by Sean Hannan, last edited by Sean Hannan on May 02, 2008

A Survey and Evaluation of Open-Source Electronic Publishing Systems

This Wikispace is devoted to comment and discussion, first, of the 2006-2007 study performed by The Johns Hopkins University and commissioned by the Open Society Institute (OSI) providing a survey and evaluation of open-source electronic publishing systems. It is, secondly, devoted to a continuing discussion of open-source electronic publishing systems in general.

The white paper that resulted from the original study is posted here: [Open Source ePublishing Systems White Paper.pdf](#).

The Powerpoint slides from Mark Cyzyk's Fall 2007 CNI presentation are posted here: [cniFall2007.ppt](#).

A summary table of data, comparing the systems side-by-side, is posted here: [index2.html](#).

A page with clickable displays of all the data gathered for each of the systems is posted here: [index.html](#). This requires a browser with a validating XML parser (e.g. Internet Explorer) in order to function.

General Discussion

DPubS

GNU EPrints

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INTRODUCTION

The *Oxford Open* initiative expands Oxford Journal's experiments with Open Access publishing models. We began our research in August 2003, with the announcement of the [Nucleic Acids Research Open Access experiment](#). Since then we have extended our experimentation to include:

- A full Open Access model for the whole of [NAR](#)
- An optional Open Access model for approximately 60 participating journals (detailed below)
- Full Open Access for the journal [DNA Research](#)
- A mixed Open Access model for the journal [Evidence-based Complementary and Alternative Medicine](#)

These initiatives are designed to do several things:

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A "hybrid journal" is published by a traditional subscription-based publisher; articles can be made immediately available to the public if the author pays an additional publication fee (also referred to as "paid access," "open choice," "sponsored article," etc.). "Hybrid open access" differs from the true open access in that hybrid publishers often have restrictions on redistribution and reuse. A fully open-access journal, on the other hand, has limited copyright restrictions which means anyone, anywhere with access to the Internet may read, download, copy, and distribute that article.

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Cambridge Journals (Cambridge Open Option)	\$1700		American Political Science Review, Geological Magazine, J. of Social Policy, Systematics and Biodiversity
Cold Spring Harbor Laboratory Press (Open Access Option)	\$2000		the Open Access Option is only available for Genome Research
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National Academy of Sciences (Open Access Option)	\$850 (due to UCB membership)		Proceedings of the National Academy of Sciences (PNAS)
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- Also consult the UC Office of Scholarly communication page on [Submitting to Open Access Journals](#), which contains a list of institutional memberships allowing UC authors to receive discounts on publication charges/OA fees. Listed here are the membership discounts for [BioMed Central](#) journals, [PLoS](#), and more.

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Вопросы?

Можем рассмотреть бизнес модели

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Guide to Business Planning for Converting a Subscription-based Journal to Open Access

Edition 3, February 2004

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GUIDE TO BUSINESS PLANNING FOR CONVERTING A SUBSCRIPTION-BASED JOURNAL TO OPEN ACCESS

The series of OSI guides to assist journal developers and publishers consists of three separate but complementary publications.

This volume is the

Guide to Business Planning for Converting a Subscription-based Journal to Open Access (Edition 3)

There is also the

Guide to Business Planning for Launching a New Open Access Journal (Edition 2)

and the

Model Business Plan: A Supplemental Guide for Open Access Journal Developers & Publishers (Edition 1)

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Authors: Raym Crow and Howard Goldstein, SPARC Consulting Group

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GUIDE TO BUSINESS PLANNING FOR CONVERTING A SUBSCRIPTION-BASED JOURNAL TO OPEN ACCESS

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GUIDE TO BUSINESS PLANNING FOR CONVERTING A SUBSCRIPTION-BASED JOURNAL TO OPEN ACCESS

Figure B: Distribution Format Change Issues

Formats		Issues	
Current	Proposed	Cultural	Economic
Print Only	Electronic-Only	Could face considerable author-reader/market resistance, depending on field or discipline being served. (If market hostile or ambivalent to electronic-only, consider dual media transition period.)	Savings from discontinuing print depends on current subscriber base—and hence printing distribution costs—relative to fixed costs. Requires additional development cost to implement electronic publishing capability. Development investment will depend on existing editorial workflow system and content submission formats.
	Both	Continued provision of print could ease the introduction of a digital version. Print edition could shift to annual delivery to accommodate as-available digital publication.	Requires additional development cost to implement electronic publishing capability. Development investment will depend on existing editorial workflow system and content submission formats. Print delivery periodicity could be changed (e.g., from quarterly to single issue per volume) to reduce costs.
Electronic	Electronic-	Could encounter member	Savings from discontinuing print depends on current subscriber

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	Both	Continued provision of print could ease the introduction of a digital version. Print edition could shift to annual delivery to accommodate as-available digital publication.	Cost to implement electronic publishing capability. Development investment will depend on existing editorial workflow system and content submission formats. Print delivery periodicity could be changed (e.g., from quarterly to single issue per volume) to reduce costs.
Print & Electronic	Electronic-Only	Could encounter member resistance depending on acceptance of print.	Savings from discontinuing print depends on current subscriber base—and hence printing distribution costs—relative to fixed costs.
	Both	No change. Could shift print edition to annual delivery cycle.	Print delivery periodicity could be changed (e.g., from quarterly to single issue per volume) to reduce costs.
Electronic-Only	Electronic-Only	No change.	No change.
	Both	Additional print cost might be offset by print convenience charges, while maintaining online Open Access.	Cost of adding print would depend on delivery frequency. Additional print cost might be offset by print convenience charges.

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the following components of a business and funding model, including both income generating and subsidy funding components:

SELF-GENERATED INCOME

INPUT FEES

Author submission/publication charges or article processing fees

Off-print sales

AFFINITY RELATIONSHIPS

Advertising

Sponsorships

Co-hosting of conferences and exhibits

ALTERNATIVE DISTRIBUTORS

Convenience-format licenses or distributor format fee

RELATED PRODUCTS AND SERVICES

Journal publication in off-line media (print or CD-ROM)

Value-added fee-based services

ELECTRONIC MARKETPLACE

Contextual E-commerce

Community Marketplace

INTERNAL AND EXTERNAL SUBSIDIES

INTERNAL SUBSIDIES

Dues Surcharge

GRANTS AND CONTRIBUTIONS

Foundation Grants

Institutional Grants and Subsidies

Government Grants

Gifts and Fundraising

Voluntary Contributors

In-kind Contributions

PARTNERSHIPS

Again, the manner in which an entity selects, implements, and combines various components will reflect the contexts particular to it: organizational, philosophical, cultural, technical, and disciplinary. There may be no logical limit to the combinations and permutations possible, although in practice some components complement each other better than others.

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KEY PRINCIPLES AND QUESTIONS

The planning process serves many useful purposes, regardless of the model you choose to adopt and the environment in which you will operate. For example:

An effective planning process will ...	By ...
Generate enthusiasm, build consensus	<ul style="list-style-type: none">- Focusing the efforts of the core planning and development team.- Allowing key players to sign on and share ownership early in the process.
Size the effort	<ul style="list-style-type: none">- Serving as a mechanism to determine the scope and magnitude of the project.- Identifying and quantifying the core competencies and resources required for the project.
Assess the situation	<ul style="list-style-type: none">- Recognizing key opportunities and challenges, possible risks and barriers to overcome, and potential rewards.- Encouraging objective analysis.
Set expectations, define success, garner support	<ul style="list-style-type: none">- Establishing realistic expectations.- Identifying success criteria and how measured.- Serving as a <i>prospectus</i> to seek and establish or confirm support and participation.

Besides providing a map for implementation and the basis for guiding and tracking progress, business plans may also serve as a prospectus for potential supporters and participants. Each plan writer or team will have a different style and approach. Here are some general suggestions that most will want to follow:

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As you prepare your plan...

Consider the audience	<ul style="list-style-type: none">- The plan is for your own use, but it is also a principal tool for communication to others, perhaps a diverse group within universities, faculty departments, libraries, societies and associations, institutes, agencies, foundations, nonprofit presses and publishers, research centers, and/or sponsors.- Your style should reflect your audience's shared interests.- Do not get too technical (assume some readers are not as expert as you in the subject).- Present your case in a way that any educated person can understand.
Aim for clarity	<ul style="list-style-type: none">- Your content must be clear and pertinent to all readers, from scientists and scholars to hard-headed business people.
Be persuasive and reassuring	<ul style="list-style-type: none">- Not everyone is pre-disposed to Open Access publishing; some may need to be persuaded.- Your text should reflect enthusiasm and optimism, but should avoid overstatement and hyperbole.
Take a multi-year view	<ul style="list-style-type: none">- A business plan will typically present at least a three-year outlook, with up to five years projected if practical.
Focus on the critical early stage	<ul style="list-style-type: none">- The greatest emphasis in action planning and milestones should be placed on the first 12 to 24 months after conversion to an Open Access model.- In some circles, a multi-year plan is considered to be a "strategic plan" and a one-year plan is an "operating plan." Ideally, <i>Version 1</i> of your Business Plan will be both.
Allow for review and revision	<ul style="list-style-type: none">- Indicate that the initial plan will be reviewed and updated periodically. Usually, a revised or new version will be created annually in conjunction with the budgeting process.
Achieve balanced content	<ul style="list-style-type: none">- The document should be all-inclusive for material matters, though kept at a relatively high level.- Do not overlook important considerations, but do not present so much detail as to obscure the key points or challenge your readers' willingness to examine the entire document.

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view	outlook, with up to five years projected if practical.
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Achieve balanced content	<ul style="list-style-type: none">The document should be all-inclusive for material matters, though kept at a relatively high level.Do not overlook important considerations, but do not present so much detail as to obscure the key points or challenge your readers' willingness to examine the entire document.
Be cognizant of the document's size, depth and structure	<ul style="list-style-type: none">Document length and density do not necessarily signal that what you have to communicate is more or less worthy of consideration. Presenting readers with an overlong or poorly-structured document may be counter-productive.Each chapter should be as long as needed to address its topics adequately, but not so drawn-out as to challenge the reader's patience, obscure key points that should be seen easily, or make it difficult for developers and managers to actually use the plan as a guide to project execution.
Use illustrations and exhibits	<ul style="list-style-type: none">Adding diagrams and tables will improve the appearance of your document and will highlight important data.Stylistically, many plan writers make extensive use of exhibits and attachments to avoid clutter and complexity in the main body of text.

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II-C. Resources for Developing a Business Plan

A companion volume to this Guide—the *Model Business Plan: A Supplemental Guide for Open Access Journal Developers & Publishers*—contains a chapter-by-chapter outline to creating a business plan primarily to support a new Open Access journal.

The *Supplemental Guide* uses a chapter-by-chapter structure for a model plan, and within each of these chapters, presents topics and suggestions for your consideration.

- Executive Summary
- Situational Analysis
- Project History, Status and Schedule
- The Journal or Service Description
- The Business and/or Funding Model
- Editorial, Content and Copyright Considerations
- Technology Considerations and Production Platform
- Online User Considerations
- Markets, Marketing, Sales and Pricing
- Organization and Staffing
- Financial Plan: Budget and Forecast
- Operating Plan
- Business Risks, Contingencies, and Mid-course Corrections
- Conclusion (or End Notes)

Exhibits

You may wish to refer to that detailed plan outline when developing your own plan to convert your subscription-based journal to an Open Access model. Also, of course, there are many other self-help and how-to guides to business planning available on the web or in printed form (including those cited in Appendix III-B. Web Resources for Journal Publishers).

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Guide to Business Planning for Launching a New Open Access Journal

Edition 2, July 2003

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GUIDE TO BUSINESS PLANNING FOR LAUNCHING A NEW OPEN ACCESS JOURNAL

The series of OSI guides to assist journal developers and publishers consists of three separate but complementary publications.

This volume is the

Guide to Business Planning for Launching a New Open Access Journal (Edition 2)

There is also the

Guide to Business Planning for Converting a Subscription-based Journal to Open Access (Edition 2)

and the

Model Business Plan: A Supplemental Guide for Open Access Journal Developers & Publishers (Edition 1)

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Authors: Raym Crow and Howard Goldstein, SPARC Consulting Group

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Model Business Plan:
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MODEL BUSINESS PLAN: A SUPPLEMENTAL GUIDE FOR OPEN ACCESS JOURNAL DEVELOPERS & PUBLISHERS

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Topical checklist for the Executive Summary

Summary introduction and description	<ul style="list-style-type: none">Product/service model, business/funding model, management and organization (mentioning the principals and any collaboration, joint venture, or partnership).Mission statement, rationale, and justification.Incentives to provide open access.Brief history, current status.
Key factors, assessments – markets, authors, competitors	<ul style="list-style-type: none">Assessment of the market and/or user community: composition, size, special characteristics, need for and ability to access this online journal.Potential author community: composition, size, special characteristics, appeal of this journal for publication of research, likely willingness of leading authors to publish in this journal.Noteworthy competition, how addressed in this alternative (even free journals compete for visibility, users, authors!).
Resource requirements, core competencies	<ul style="list-style-type: none">Summary of principle resources required (editorial, technical, sales, etc.), and how obtained.Core competencies needed for success, and how obtained.
Objectives, strategies, plans	<ul style="list-style-type: none">Top objectives.Core strategies to meet objectives.Key plans to execute these strategies.Milestones.Business or financial and/or other risks, contingencies.
Financial foundation and outlook	<ul style="list-style-type: none">Multi-year financial review; focus on largest categories of expenses and income.Reasonableness of expectations for funding commitments and/or for sales or other income sources.
Conclusion	<ul style="list-style-type: none">Reiterate why <i>this</i> initiative and business model is justified.State what will constitute "success" in both quantitative and qualitative terms.Summarize outlook and reasons for enthusiasm and optimism, balanced against material risks.

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MODEL BUSINESS PLAN: A SUPPLEMENTAL GUIDE FOR OPEN ACCESS JOURNAL DEVELOPERS & PUBLISHERS

Your financial review in the Executive Summary should be kept at a high level but still cover points of key interest. Inserting a table that summarizes the more detailed data in Chapter 11 may work well here (for example, see Figure 1, below.)

Figure 1.

FINANCIAL SUMMARY²

FY ending December 31 \$ amt's. rounded to nearest hundred	Year Actual	Year Budget	Year Forecast	Year Forecast
Income (or Revenue)	\$	\$	\$	\$
Gross Expenses				
Expense Offsets				
Net Expenses				
Operating Surplus / (Deficit)				
Pct. of Income (or Revenue)	%	%	%	%
Cash Surplus / (Deficit)				

Most plan writers prefer to write the Executive Summary after completing all other chapters (as a research paper's author would usually prepare an article's abstract), but a thorough early draft could be used for work-in-process, helping to structure the preparation of chapters and the flow of information. Be sure that whatever facts and comments you include here are consistent with and supported by those elsewhere in the document.

Chapter 2. SITUATIONAL ANALYSIS

Here you will establish the case for the publication and the enterprise in which it will operate. This includes an objective assessment of the environment in which your journal will be launched and its justification for the publisher and as a strategic response to market demand. The examination will focus on characteristics of the community to be served and the needs that will be satisfied by your Open Access model, perhaps delineated by importance and/or priority. Be sure to underscore any innovative or unique aspects of the undertaking, as well as precedents for your product and model.

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Figure 3.

KEY ACTIONS AND EVENTS

Month/Year	MILESTONES REACHED
	Concept paper co-authored by ----- and -----; circulated to -----
	Meeting of group of ----- under the auspices of -----
	Survey of ----- conducted by ----- to assess -----
	Memorandum of Understanding to develop and publish executed by -----
	Business Plan Version 1 circulated to and discussed with -----
	Early-stage financial support commitment received from -----
	First meeting of governing group, governance and organizational guidelines adopted
	Development grant proposal for \$----- over ----- years approved by -----
	Support commitment of in-kind contribution of ----- received from -----
Month/Year	SCHEDULED MILESTONES
	Establish editorial board
	Develop editorial policies and submission practices
	Prepare RFP for front-end electronic manuscript system (EMS)
	Acquire, install, test, and train users on EMS
	Commence content acquisition, peer-review, editing and pre-press processes
	Commence pilot project, including technology development and validation
	Confirm ancillary income components, sources, and arrangements
	Offer selective beta and/or trial use offered selectively, user feedback collected
	Collect and incorporate user feedback
	Launch unrestricted open access e-journal and make public announcements
	Begin realizing ancillary income streams

Where an "at-a-glance" view will help to focus on the most important milestones, then include one in your document. A table similar to the above example might be inserted within this chapter or referenced in the text and included in the Exhibits.

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Topical checklist for Editorial, Content and Copyright Considerations

About the content	<ul style="list-style-type: none">Subject areas; types of content (primary, such as research papers, review articles, opinion pieces, correspondence, book reviews, event calendars, etc., and complementary, such as research data sets, audio and video, and models and simulations); scope; and sources.Key factors (e.g., market research of potential user interests, analysis of existing journals and gaps in the field, guidance of editors and advisors).Types and credentials of intended authors, likelihood of their submitting research papers, other content.Quantification (in narrative and/or in a table such as shown in Figure 5, as an example, below).Critical mass of primary content necessary to achieve and sustain high credibility and impact.Language of content (and possibly, multi-lingual publication).Distinguishing competitive features.
Editorial strengths, practices and policies	<ul style="list-style-type: none">Building and shaping the cadre of editors and referees.Editorial board, activities and responsibilities; standing.Key editorial policies and requirements for author submissions.Distinguishing competitive features; similarities and important differences relative to other journals in the field.
Editorial systems	<ul style="list-style-type: none">Automation and communication tools; developed or acquired; how deployed.⁹Advantages, including process efficiencies and economies.
Author agreement, copyright and author's rights	<ul style="list-style-type: none">Policy regarding copyright (who owns, who files).Standard author agreement, basis and/or models used.Distinguishing competitive features, innovations (if available, include specimen agreement in the Exhibits).¹⁰

In this chapter you might insert a table that quantifies the volume of content you will publish. Figure 5 provides a hypothetical example:

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Open Access Publishing

And

Scholarly Societies

A Guide

July 2005



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Open Access Publishing and Scholarly Societies

Strengths - Weaknesses - Opportunities - Threats

	Toll Access (TA) publishing model	Hybrid (choice) model (OA mixed with TA)	Open Access (OA) publishing model
Strengths of model	<p>Long history;</p> <p>Still the prevailing model in Scholarly publishing;</p> <p>It is what scientists are used to</p>	<p>Controlled change;</p> <p>May be stable in its own right in the long run;</p> <p>Leaves the choice to the scientific community;</p> <p>Does not impose anything on anybody;</p> <p>No extra uncertainty re submission inflow;</p> <p>Scales well</p>	<p>Offers science what it needs;</p> <p>Maximum dissemination and visibility;</p> <p>Transparent;</p> <p>Costs proportional to research activity;</p> <p>Development of price/quality relationship likely;</p> <p>Scales well</p>
Weaknesses of model	<p>Longer term sustainability;</p>	<p>Some potential for confusion (what's open and what's not);</p>	<p>Imposes OA;</p> <p>Does not sit well</p>

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		No extra uncertainty re submission inflow;	price/quality relationship likely;
		Scales well	Scales well
Weaknesses of model	Longer term sustainability; May face 'sudden death'; Not transparent; No price/quality relationship; Cost to Academia not proportional to research activity; Curtails dissemination; Strong reliance on copyright compliance	Some potential for confusion (what's open and what's not); Some reliance on copyright compliance (for TA content)	Imposes OA; Does not sit well with unfunded research; Submission inflow uncertain

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	<p>'Business' Opportunities</p>	<p>'Slash and burn' (rake in profits now – if potential quick demise is part of the 'plan')</p>	<p>Relatively 'painless' transition to open access;</p> <p>Offers some impact gains;</p> <p>Offers growth potential;</p> <p>'Tipping point' in favour of OA;</p> <p>Differential pricing opportunities (for OA content)</p>	<p>Offers impact gains; Offers growth potential;</p> <p>'Tipping point' in favour of OA;</p> <p>Differential pricing opportunities charges</p>
	<p>'Business' Threats</p>	<p>Ongoing, accelerating, subscription attrition;</p> <p>Increased downward price pressure;</p> <p>No differential pricing opportunities without potential 'seepage' of content;</p> <p>File-sharing and 'Self-archiving';</p>	<p>Level of article charges that's acceptable now may face downward pressure</p>	<p>Level of article charges that's acceptable now may face downward pressure</p>

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'Business' Threats	Ongoing, accelerating, subscription attrition; Increased downward price pressure; No differential pricing opportunities without potential 'seepage' of content; File-sharing and 'Self-archiving'; 'Tipping point' in favour of OA	Level of article charges that's acceptable now may face downward pressure	Level of article charges that's acceptable now may face downward pressure
Costs (out of pocket)	Need for ever increasing marketing, lobbying, PR	Additional admin	-
Success Factors (...it is a success if...)	The model is able materially to delay OA	The model is able steadily to increase the OA/TA ratio of a journal; It is economically viable	The model is able to establish a journal's credibility in terms of quality as well as of economic sustainability

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Организаторы:

- Научная библиотека Уральского государственного университета им. А. М. Горького
- Международный консорциум eIFL.net

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